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練習問題

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1年間無料アップデート

Exam : **M8010-241**

Title : IBM Enterprise Marketing Management Sales Mastery Test v1

Version : DEMO

1.How is the Coremetrics Software as a Service (SaaS) product used in IBM's EMM productlineup?
A.It is used as a deployment model to optimize online marketing.
B.It is used as a recovery mode to recover from online disasters.
C.It is used as a replication server to replicate marketing information.
D.It is used as a tracking product for tracking customer transactions.
Answer: A
Reference: http://www.informationweek.com/news/software/bi/231002187

2.What is the value proposition of the Unica Leads product offering?
A.To deliver quality leads in a timely manner.
B.Tocreate new market channels through leads generation.
C.To offer new product offerings through channel marketing.
D.To sustain existing channels through demand generation.
Answer: A
Reference: http://www.unica.com/products/lead-managment.htm

3.What is one of the main competitors for IBM's EMM offerings in the marketplace?
A.Teradata
B.IndustryTrends
C.OpenAnalytics
D.NetTrends
Answer: A
Reference: http://crmsearch.com/aprimo-teradata.php

4.What will help serve to enhance personalization efforts for Coremetrics EMM products?
A.Incorporating qualitative feedback.
B.Increasing operational awareness.
C.Integrating learned visitor attributes.
D.Augmenting customer profile.
Answer: C
Reference:http://sandbox.customerthink.com/news/coremetrics_announces_significant_en
hancements_to_livemail_search_and_intelligent_offer_applica

5.What is the value proposition of the Unica Detect product offering?
A.To build valuable, trustedrelationships.
B.To determine the right message to present in inbound marketing channels.
C.To deliver quality leads in a timely manner.
D.To improve cross-sell and retention rates by detecting when customers are most receptive to offers.
Answer: D
Reference: http://www.unica.com/products/event-based-marketing.htm